DOI: https://doi.org/10.15407/ugz2025.02.104

Bobyr V. O. 0009-0001-6253-5524
Institute of Geography of the National Academy of Science of Ukraine, Kyiv

Territorial Identity through the Lens of Domain Names and Search Queries: A Case Study of Kyiv

UDC 911.3:30]:[004.083.8+004.755](477.25=161.2)(045)

This study aims to enhance the theoretical and methodological foundations for researching territorial identity within the context of the digital transformation of social space. Using Kyiv as a case study, the research substantiates the use of Domain Name System (DNS) data and search queries to investigate territorial identity and its manifestations in the online environment. The study focuses on identifying spatial representations, particularly through the use of identity markers. A methodology for applying the Domain Name System and Internet search queries to the study of territorial identity is proposed, with a rationale for its stages. The scientific novelty lies in the development and systematization of search query categories for identifying identity markers, including those specific to Kyiv. The research results emphasize the significance of cyberspace as a legitimate environment for exploring territorial identity.

Keywords: *territorial identity, territory, domain names, web search query.*

Relevance of the Research Topic

The global sociocultural system shaped by globalization not only unites various actors but also influences the very nature of the connections between them. One of the consequences of globalization is the transformation of the principles of individual or group identity. As noted by Manuel Castells, "in a world of global flows of wealth, power, and images, the search for identity—collective or individual, ascribed or constructed—becomes the fundamental source of social meaning" ***[1]***. In this study, identity is considered a multidimensional phenomenon that reflects an individual's or group's awareness of their belonging to a specific community, territory, or value system, and is formed through interaction with the social environment.

In geographical research, a significant role is assigned to territorial identity. In this study, territorial identity will be defined as a dynamic set of perceptions, images, and meanings that characterize the belonging of individuals, groups, and networks to a specific part of geographic space.

The use of cyberspace provides additional tools for studying geographical images and other place-related interpretations, thereby enhancing the possibilities for researching territorial identity. It serves as a complement to traditional socio-geographical research methods. The reason for the near-equivalence of face-to-face communication and mediator-based communication (e.g., via social networks) lies in the fact that people retain their whole social, cultural, and personal identity when interacting in a computer-mediated environment ***[2]***. Thus, cyberspace can be considered a valuable data source for studies on territorial identity.

The theoretical and methodological foundations for studying the manifestation of territorial identity in certain aspects of cyberspace require further development. In particular, data from the Domain Name System (DNS) and web search, especially

For citation:
Bobyr, V. O. (2025). Territorial Identity through the Lens of Domain Names and Search Queries: A Case Study of Kyiv. *Ukrainian Geographical Journal,* 2(130): 104–112. [In Ukrainian] DOI: https://doi.org/10.15407/ugz2025.01.104

web search queries, can be used to explore territorial identity.

State of research

Research on territorial identity (as well as spatial identity and geographical identity, which are often used as synonyms) can be found in the works of Ukrainian scholars such as Y. Oliinyk, I. Hukalova, O. Gnatjuk, and L. Nahirna, among others. In particular, I. Hukalova substantiated the need to expand the subject field of human geography by incorporating the study of the population's mental connection to territory ***[3]***. The topic of territorial identity was also the focus of the international conference *"Territorial Identity and Geopolitics,"* where leading Ukrainian scholars—including M. Bagrov, S. Lisovsky, E. Maruniak, I. Gorlenko, L. Rudenko, and others—addressed issues such as the role of territorial identity as a factor in market development; the relationship between territorial identity and environmental management; the interplay between territorial identity and globalization processes; and the various influences that transform perceptions of territory. Special attention was devoted to methodological approaches to defining the territorial identity of contemporary Ukraine ***[4]***. In her article *"Territorial Identity of the Population of Ukraine: Essence and the Main Factors of Formation,"* V. Borysenko analyzed the impact of sociocultural, historical, and geographical factors on the development of Ukrainians' national self-awareness, while also highlighting the role of war, migration, and ethnocultural characteristics in transforming identity as a collective phenomenon ***[5]***.

It is especially worth noting works dedicated to the theoretical and methodological foundations of studying territorial identity, such as *"Regional identity: the Ukrainian context"* by L. Nahirna and *"Methodical approaches to the study of population territorial identity research"* by Y. Oliinyk and O. Gnatjuk ***[6–7]***. It is also worth mentioning such work as *"Region and place: regional identity in question"* by A. Paasi ***[8]***.

The use of domain space in the study of geographical identity is a relatively little-studied topic. Certain aspects of this topic can be found in the works of V. Kiptenko, primarily from the perspective of studying identity using data on national-level domains ***[9]***. The analysis of search queries in geographic research, including the categorization of such queries, has been addressed in the works of scholars such as Q. Gan, J. Attenberg, A. Markowetz, and T. Suel (notably in *"Analysis of Geographic Queries in a Search Engine Log"*) ***[10]***. However, the use of search queries specifically in the context of studying territorial identity represents a novel approach in scientific research.

Research methodology

The object of this study is territorial identity as a social and geographical phenomenon that is formed and manifested in the digital environment, specifically in the domain space and search queries of Internet users. Such an object encompasses not only geographical representations and images of Kyiv, but also the mechanisms of their consolidation in the information space, which is increasingly becoming an environment for the expression of identity. The subject of this study is the manifestations, transformations, and characteristics of the representation of Kyiv's territorial identity in the Internet space, as reflected in the choice and dynamics of domain names, as well as the analysis of the volume and structure of search queries related to identity markers. In the context of the study of territorial identity using the information space, the subjects of identity should be considered both individual Internet users (in particular, individuals or companies that choose domains that point to a specific territory), and the state that promotes the modern Ukrainian spelling of the name of the city as part of its information and symbolic policy.

The methodology of this study is based on analyzing the content of information flows, specifically domain names and search queries. The method for studying manifestations of territorial identity in the domain space consists of three stages. The first stage involves collecting data related to the domain space of Ukraine, using Kyiv as an example. The second stage involves a quantitative analysis of the collected data to examine the dynamics of changes in the number of domains and the differences between domain names. The third stage consists of an analysis of the linguistic aspect of the transformation of the domain space, which serves as a manifestation of changes in territorial identity. This stage involves an assessment of the dynamics of using different transliterations in city names. The data source is the domain statistics of "Hostmaster" (Хостмайстер), which is the administrator of the ccTLD of Ukraine (.ua) and other names in the Ukrainian domain space.

To study territorial identity using search queries, a proposed methodology is based on analyzing identity markers using data from search engine queries, employing the keyword analysis method. This methodology consists of three stages.

The first stage involves collecting primary information about search queries in search engines. The main data is related to keyword search volume and matching terms. Keywords should be understood as words and phrases that users enter into search engines to search for information on a specific topic. Keyword volume reflects the number of queries for these words as of a particular time. Matching terms are keywords that are united by a common theme and, in part, semantics with specific keywords. For this study, three keywords and 600 matching terms (i.e., terms similar in theme and partially in spelling) were selected for each. The Ahrefs database, which reflects search queries in the Google system, was used as a source of data on search queries and their volume.

The second stage involves ranking the gathered keywords by their total volume (Global Volume)—the global volume of search queries, without segmenting users by country. The third stage involves categorizing the search data and analyzing the differences between categories. All keywords were divided into categories based on the principle of belonging to a specific group of physical or mental objects.

Presentation of the primary material

One of the manifestations of globalization has been the emergence of global imagined spaces—mental spaces that exist in people's imagination or are realized through technological means. Various terms are used to describe such spaces, including "information space," "cyberspace," "Internet space," and others. These spaces are part of the social space, and therefore, specific processes and phenomena traditionally studied within the social space can also be explored within imagined spaces. This also applies to territorial identity.

The Law of Ukraine "On the Basic Principles of Ensuring Cybersecurity of Ukraine" defines cyberspace as "an environment (virtual space) that enables communication and/or the implementation of social relations, created as a result of the functioning of compatible (interconnected) communication systems and the provision of electronic communications using the Internet and/or other global data transmission networks" ***[11]***.

Using data related to aspects of cyberspace, such as domain names and search queries, allows for the collection of data on the behavior of Internet users in geographic space. Such data can be used to study territorial identities and images associated with a particular territory.

The geographic belonging of domains should be considered a marker of identity, as it reflects the spatial behavior of the population and the special mental connection that the website has with a specific territory. In this context, the domain name serves not only as a technical identifier but also as a sign around which the struggle for meaning unfolds: between the postcolonial legacy (Kiev) and the emancipated, independent identity (Kyiv). Thus, the choice of a domain becomes an instrument of subjective action—the formation of an alternative identity that resists external influence or an imposed narrative. Accordingly, the analysis of such changes allows not only to record cultural shifts, but also to identify active carriers and translators of identity—those who influence the restructuring of ideas about space, its boundaries, symbols, and names.

In the context of social and geographical analysis, Top-Level Domains (TLDs) are significant, especially country code Top-Level Domains (ccTLDs) and country code Second-Level domains (ccSLDs). For Ukraine, the ccTLD is the .ua domain, and ccSLDs mainly include the names of regional centers, as well as Kyiv.

Regarding the latter, it is worth noting that there are two variants of writing the city's name in Latin: *Kyiv* and *Kiev*. The first reflects the use

Table 1. **Number of domains in the domain zone of Ukraine and Kyiv as part of it**

	2015	2016	2017	2018	2019	2020	2021	2022	2023
.ua	630,267	550,531	556,899	553,863	538,097	536,857	548,882	559,147	594,344
kiev.ua	55,828	49,202	46,334	43,762	41,353	39,449	38,248	37,595	39,308
kyiv.ua	3	329	252	315	408	778	1,182	1,566	2,232

Source: created based on data ***[12]***.

of Ukrainian transliteration norms as a counterpoint to the second, which was common during the USSR and reflected the Russian pronunciation of the name of the capital of Ukraine.

The number of domains *kiev.ua* and *kyiv.ua* reflects a significant disparity in the linguistic aspect of Kyiv's territorial identity in the Internet space. The number of domains is approximately 17.6 times greater for kiev.ua than for kiev.ua. At the same time, it is worth noting the decrease in the total number of domains kiev.ua. Over the period from 2016 to 2023, the number of domains at kiev.ua decreased from 49,202 to 39,308 (approximately 20.11%). Over the same period, the number of domains at kyiv.ua increased from 329 to 2,232 (approximately 578.11%). In relative terms, the strongest growth (by 90.69%) was observed in 2019. It is worth noting that in the period from 2016 to 2023, the total number of domains in the domain zone of Ukraine increased from 550,531 to 594,344 (approximately by 7.96%), i.e. the decrease in the number of kiev.ua domains reflects the transformation of the domain space of Ukraine, and not its reduction. Such changes may serve as evidence of the transformation of the population's territorial identity, reflecting its geospatial behavior in the information space. Changes in the domain space of Ukraine, particularly the transformation of the ratio between the domains kiev.ua and kyiv.ua, are a clear indicator of profound identity shifts in society. The choice of a particular digital representation of a city is an act of symbolic positioning, in which identity subjects—the state, institutions, businesses, and citizens—consciously or unconsciously form an idea of belonging, hierarchy, and meanings of space. Following the Revolution of Dignity in 2014, the popularity of the transliteration "Kyiv," which consolidates the Ukrainian form of the toponym, in contrast to the Soviet-Russian version "Kiev," gradually increased. Considering the inertial nature of the domain space, it can be argued that the need for the domain kyiv.ua emerged after 2014 as an alternative to the established, yet ideologically outdated version, kiev.ua. This process received new impetus after the start of a full-scale war in 2022. The digital space reflects real processes of identity transformation. Thus, the representation of Kyiv in the domain system is not just a technical fact, but a reflection of socio-political transformations taking place under the pressure of war, where protecting one's own identity is an essential component from the perspective of information stability within society.

The study of such transformation is particularly relevant in the context of the Russian-Ukrainian war, as well as within the framework of post-Soviet geopolitical discourse. The promotion of a change in the spelling of Kyiv is part of a broader effort to protect its own identity and shape the image of the city as part of an independent Ukraine, rather than as part of the former USSR. Encouraging the use of Ukrainian transliterations such as "Kyiv" is a critical aspect of the ongoing struggle for independence and the protection of its own identity ***[13]***.

In the example of the domain space of Ukraine, the use of the name "Kyiv" is still relatively uncommon. However, there is a clear trend toward an increase in the use of this variant of the name Kyiv, with a particularly significant growth in 2019. In this context, it is worth noting the campaign by the Ministry of Foreign Affairs of Ukraine, called #CorrectUA, which encouraged the use of toponyms in accordance with the norms of the Ukrainian language instead of outdated names from the Soviet era. This campaign focused on Kyiv, Lviv, Odessa, and other toponyms, and could contribute to the popularization of the use of the name "Kyiv", including in the Online space ***[14]***.

Thus, transformations in the domain space can be viewed as a reflection of changes occurring in Kyiv's identity and the city's image within the context of geopolitical transformations across the territory of the former USSR. Concerning the study of territorial identity, the spelling of the city's name is also evident in the renaming of geographical objects, which serve as identity markers and are associated with the city. Accordingly, the transformation of the domain space reflects complex processes affecting both the city as a whole and specific objects within it (such as enterprises, cultural landmarks, etc.) ***[15]***.

In an applied dimension, data on the domain space and its transformation can be used to develop strategies for protecting Ukrainian toponyms in Internet space, or as a tool for evaluating the effectiveness of government initiatives aimed at promoting and encouraging the use of toponyms following the norms of the Ukrainian language, as opposed to outdated Soviet-era conventions.

Another tool for studying projections of territorial identity in Internet space is the use of search queries. As geography becomes increasingly digital, search engines are not only transmitting information but also conveying spatial knowledge and experience ***[16]***.

To a certain extent, search query analysis can serve as an alternative to social and geographical methods (such as surveys and questionnaires) in the study of territorial identity, much like this method is used in brand research ***[17]***.

When using search queries in geographical research, particularly in the context of studying the image of a territory and territorial identity, geographical search queries—text queries that contain geographical names to limit search results to a specific region or place—are particularly important. This type of search query may include the name of a country, region, city, city district, or other relevant location. When collecting data, both different search engines (e.g., Google, Yahoo!, AOL) and various tools for data collection within a single search engine (e.g., Google Trends, Ahrefs) can be utilized.

In the context of territorial identity research, keyword search categories can be divided into two groups: marker categories (those that include keywords indicating identity markers) and non-marker categories. Within the framework of this study, the following distribution of search queries by category is proposed.

I. Marker group. Search queries belonging to this group indicate identity markers. Within this group, the following categories can be distinguished:

1. Chains (supermarket chains and other chains or networks in the studied area, which unite several horizontally connected objects).

2. Enterprises and institutions (enterprises, companies, organizations, businesses, etc.).

3. Sports facilities (sports venues, sports teams)

4. Political-institutional entities and events (electoral behavior of the population and other political events, etc.).

5. Media (local media resources, publishing houses, magazines).

6. Educational and scientific facilities (schools, universities, scientific institutions, etc.).

7. Objects of historical and cultural heritage (architectural landmarks, monuments to prominent figures, museums, religious buildings, etc.).

8. Toponyms (streets, squares, administrative or historical areas).

9. Products (unique product names indicating an association with the given territory; place-based branding).

II. Non-marker group. This group includes search queries that are not related to identity markers. Within it, the following categories can be distinguished:

1. E-commerce (searching for specific goods or services).

2. Non-directed queries (broad informational searches).

3. Software-related queries (searching for software).

4. Open-ended queries (questions or general information requests).

5. Lists (searching for thematic lists based on various criteria).

6. Employment-related queries (job searches within the given territory).

7. Goods and services (purchasing goods and services without reference to a specific local provider or place-based name).

8. Navigational queries (searching for a specific website or social media page).

Kyiv was chosen as the model area for the study, as it has the most significant number of corresponding terms by name. Three spellings of the city's name were used for the study: Київ (the name of the city in Ukrainian), Kyiv, and Kiev.

According to 2024 data ***[18]***, out of the 600 most frequent matching terms associated with the keyword "Київ" (Kyiv in Ukrainian), 68 terms were classified into the marker group. The best-represented category was "Enterprises and institutions" (30 terms), while the least represented was "Sports facilities" (1 term). Other categories were distributed as follows: "Chains" (11), "Political-institutional entities and events" (5), "Media" (6), "Educational and scientific facilities" (7), "Objects of historical and cultural heritage" (2), and "Toponyms" (6). In 2025, the number of terms included in the marker group decreased to 38. The highest number of terms was again classified under "Enterprises and institutions" (11), while the lowest number appeared in the category of "Political-institutional entities and events" (1). Other categories were distributed as follows: "Chains" (8), "Sports facilities" (2), "Media" (5), "Educational and scientific facilities" (1), "Objects of historical and cultural heritage" (4), and "Toponyms" (6). Thus, compared to 2024, there is an overall decrease in the number of terms

in the marker group, particularly in the categories of "Political-institutional entities and events" and "Educational and scientific facilities," while the category of "Sports facilities" showed a slight increase.

Among the 600 most frequent relevant terms associated with the keyword "Kiev" in 2024, 69 terms were classified into the marker group. The best-represented categories were "Sports facilities" and "Products" (each with 18 terms), while the least-represented category was "Political-institutional entities and events" (with three terms). Other categories were distributed as follows: "Chains" (4), "Enterprises and institutions" (15), "Media" (6), and "Objects of historical and cultural heritage" (5). In 2025, the number of terms in the marker group increased to 79. The most significant number of terms was again classified under "Products" (25) and "Enterprises and institutions" (19). The least represented category was "Educational and scientific facilities" (1 term). Other categories were distributed as follows: "Chains" (1), "Sports facilities" (12), "Political-institutional entities and events" (4), "Media" (5), and "Objects of historical and cultural heritage" (12). Thus, compared to 2024, there is a general increase in the number of terms in the marker group, particularly in the categories of "Products" and "Objects of historical and cultural heritage," while the number of terms in the "Chains" category decreased.

Among the 600 most frequent relevant terms associated with the keyword "Kyiv" in 2024, 74 terms were classified into the marker group. The best-represented category was "Enterprises and institutions" (36 terms), while the least represented were "Toponyms" (2) and "Products" (3). Other categories were distributed as follows: "Chains" (4), "Sports facilities" (5), "Political-institutional entities and events" (3), "Media" (3), "Educational and scientific facilities" (9), and "Objects of historical and cultural heritage" (9). In 2025, the number of terms in the marker group increased significantly to 108. The most significant number of terms was again classified under "Enterprises and institutions" (39), while the smallest numbers were recorded in "Toponyms"

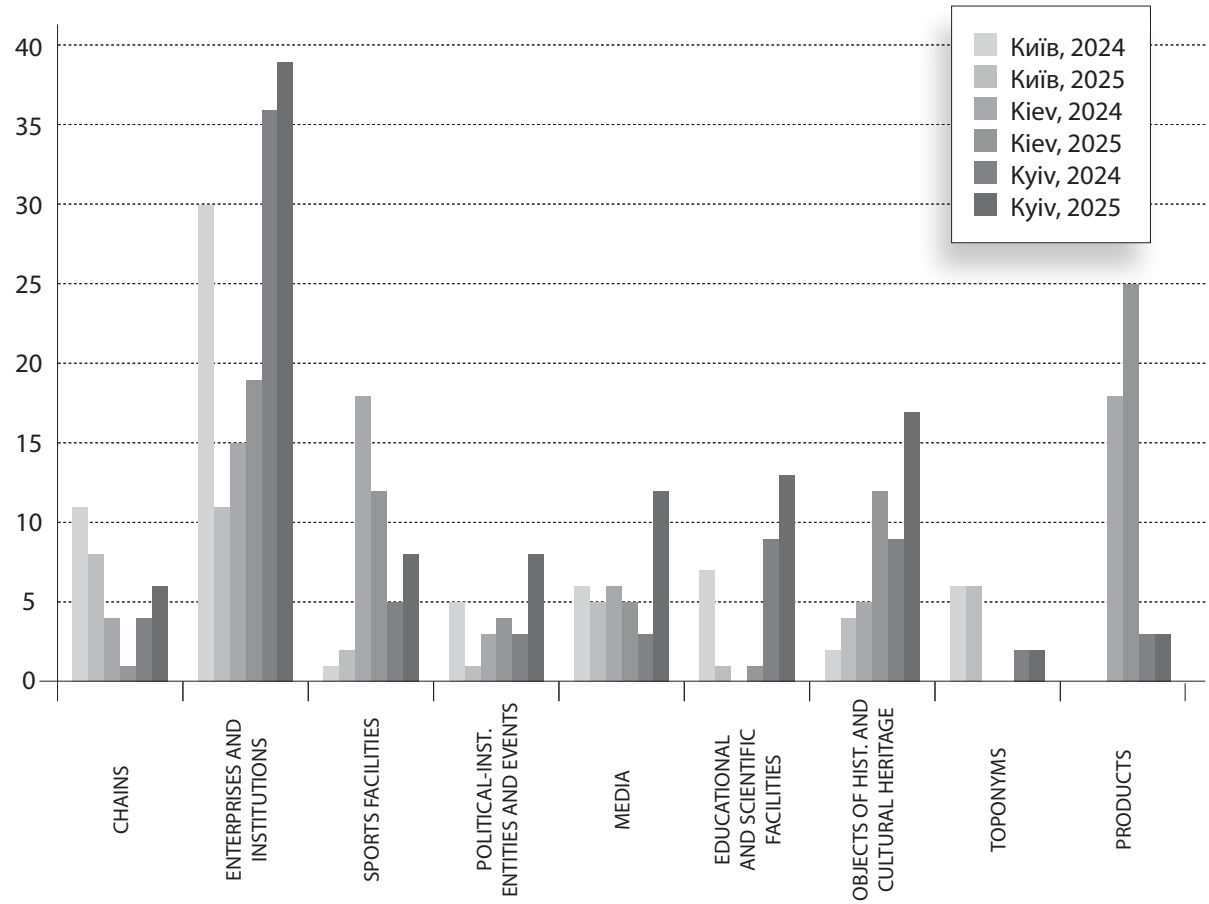

Figure 1. Distribution of matching terms by keywords *Київ*, *Kiev*, and *Kyiv* by categories (2024–2025).

(2) and "Products" (3). Other categories were distributed as follows: "Chains" (6), "Sports facilities" (8), "Political-institutional entities and events" (8), "Media" (12), "Educational and scientific facilities" (13), and "Objects of historical and cultural heritage" (17). Compared to 2024, there is a notable increase in the number of terms in the marker group, particularly in the categories of "Objects of historical and cultural heritage," "Media," and "Educational and scientific facilities," indicating their growing significance in the informational space.

Therefore, it is possible to argue about the presence of specific differences in the search object by users depending on the spelling of the name "Kyiv." Such differences reflect the diversity in perceptions of Kyiv, depending on the linguistic features. However, there are also standard features, for example, a category such as "Enterprises and institutions" has a significant number of corresponding terms regardless of the spelling of the name of Kyiv; therefore it is possible to consider that this category is the most important in the study of the territorial identity of Kyiv using identity markers. In addition to linguistic differences, there are significant differences between the categories, which may indicate that different groups of objects have distinct contributions to the formation of the image of the territory. The differences between 2024 and 2025 may reflect the dynamics of the urban environment, which a combination of economic, social, and cultural factors can influence. In addition, it is possible to observe an increase in the number of corresponding terms for the keyword "Kyiv," which indicates an increase in the use of this spelling of the city.

Search queries can serve as a valuable source of data for studying the concept of imageability. Imageability is understood as a quality of the urban environment that contributes to its distinct and vivid visual perception ***[19]***. Analyzing search queries enables the identification of objects that contribute most significantly to the formation of the city's image. In this context, search volume can be interpreted as a quantitative indicator of an object's imageability: the greater the search volume, the more substantial the object's contribution to the city's image.

It is important to note that multiple keywords may represent a single object. Therefore, it is essential to group keywords that refer to the same denotatum (such as a business, architectural landmark, or other identity marker). This grouping involves distinguishing a primary keyword from duplicate ones based on the principle of shared denotation. The primary keyword is identified by ranking keywords based on search volume: the keyword with the highest volume is considered primary, while the others are treated as duplicates. In the context of this study, duplicate keywords refer to those that point to the same denotatum as the primary keyword but differ semantically, due to variations in spelling, the presence of auxiliary words, or differences in word order in the case of keyword phrases. Once the primary and duplicate keywords for a given marker are identified, the duplicates are excluded. This ensures that each object is counted only once, even if multiple keyword variants reference it. Such filtering prevents duplication and enables accurate representation of the urban environment's imageability in the analytical model.

As part of this study, the 22 largest geographical objects in the city of Kyiv by search volume (at least 500 search queries per month) for the keyword "Kyiv" were taken and divided into categories as follows:

1. *"Enterprises and institutions"*: Hotel Park Inn by Radisson Kyiv Troyitska, Hilton Kyiv, Hotel Premier Palace, Hotel Fairmont Grand Hotel Kyiv, Hotel Hyatt Regency Kyiv, Hotel Mercure Kyiv Congress, Hotel Holiday Inn Kyiv, Hotel InterContinental Kyiv, Opera Hotel Kyiv, Ubisoft Kyiv, America House, Kyiv Central Railway Station, Embassy of the United States of America, Kyiv Food Market shopping complex, Kyiv International Airport.

2. *"Educational and scientific facilities":* Taras Shevchenko National University of Kyiv, American University of Kyiv, Kyiv Medical University, National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute".

3. *"Objects of historical and cultural heritage"*: Kyiv Pechersk Lavra, National Opera of Ukraine.

These objects define the prominent visual and spatial landmarks of Kyiv, shaping the city's image. The analysis of search queries allows us to identify geographical objects (which are also markers of identity) that make the most significant contribution to the imagery of Kyiv. The image of Kyiv is multifaceted and encompasses historical, cultural, educational, and contemporary aspects. Kyiv has a distinctive image due to its iconic historical monuments. At the same time, modern buildings reflect the transformation of Kyiv's urban landscape. A significant number of queries related to educational objects indicates the role of Kyiv as an academic

and scientific center. Thus, the imagery of Kyiv reflects the combination of historical heritage and modern transformation, and also highlights the city's educational and scientific potential.

Conclusions and prospects for further research

Territorial identity can be studied through the analysis of information flows, particularly within the Internet space. A methodology has been proposed for using the Domain Name System and Internet search queries as an alternative to social and geographical methods for studying territorial identity. In particular, two groups of search query categories were identified: marker and non-marker. The marker group includes the following categories: chains, enterprises and institutions, sports facilities, political-institutional entities and events, media, objects of historical and cultural heritage, toponyms, and products. A comparison of search query categories was conducted, revealing differences depending on the spelling of the name "Kyiv." Since search queries have a quantitative dimension, their use enables the ranking of objects and the identification of those that have the most tremendous impact on the city's imageability.

Among the further directions of research, it is possible to name clustering and mapping to zone the territory and determine the differences in the role of these zones in shaping the identity of the entire territory. Such information can be used for architectural and landscape improvement, the protection of local heritage, and the development of tourism. Another possible direction of research is the comparison of the structure of search queries for identity markers of different cities, which allows for investigating spatial differences in the connections of identity markers with the formation of mental images of cities. Such information can be used, in particular, for local branding. The study of Kyiv identity markers based on search queries enables the creation of a list of objects for sentiment analysis. This tool can be used for a more in-depth examination of the cognitive representation of Kyiv and the feelings of identity subjects.

The scientific novelty of this study lies in the development and systematization of search query categories for use in the study of identity markers, as well as their application for the analysis of Kyiv identity markers. In addition, methodological principles for using domain space in the study of Kyiv's territorial identity, especially in its linguistic aspect, were outlined.

Література [References]

1. Castells, Manuel (1996). The Rise of the Network Society, The Information Age: Economy, Society and Culture. Vol. I. Malden, MA; Oxford, UK: Blackwell.

2. Dijk, J.V. (2006). The network society. Social aspects of new media. SAGE Publications Ltd.

3. Hukalova, I. V. (2015). Spatial identity of the population in the mainstream of new research directions in human geography. *Ukrainian Geographical Journal,* 4: 24–30. [In Ukrainian.] [Гукалова, І. В. (2015). Просторова ідентичність населення у руслі нових напрямів дослідження у суспільній географії. *Український географічний журнал,*4: 24–30.] DOI: https://doi.org/10.15407/ugz2015.04.024

4. Territorial identity and geopolitics: International Conference (Kyiv-Crimea, September 18-23, 2011) / Commission on Political Geography of the International Geographical Union, National Committee of Geographers of Ukraine, Institute of Geography of the NAS of Ukraine, Taurida National V. I. Vernadsky University. Kyiv: Akademperiodika. [In Ukrainian.] [Територіальна ідентичність і геополітика : праці Міжнар. конф. (Київ–АР Крим, 18–23 вересня 2011 р.). Комісія з політичної географії Міжнар. геогр. союзу, Нац. комітет географів України, Ін-т географії НАН України, Тавр. нац. ун-т імені В. І. Вернадського. К.: Академперіодика, 2011.]

5. Borysenko, V. K. (2024). Territorial Identity of the Population of Ukraine: Essence and the Main Factors of Formation. *Ukrainian Geographical Journal*, 2: 43–50. [In Ukrainian.] [Борисенко В. К. Територіальна ідентичність населення України: сутність і головні чинники формування. *Укр. геогр. журнал,* № 2, 2024. С. 43–50.] DOI: https://doi.org/10.15407/ugz2024.02.043

6. Nahirna, L. (2008). Regional identity: the Ukrainian context. Kuras Institute of Political and Ethnic Studies of the National Academy of Sciences of Ukraine. [In Ukrainian]. Нагірна, Л. П. (2008). Регіональна ідентичність: український контекст. ІПіЕНД ім. ІФ Кураса НАН України.

7. Olijnyk, Y., & Gnatjuk O. (2013). Methodical approaches to the study of population territorial identity research. *Ukrainian Geographical Journal,* 3: 34–40. [In Ukrainian.] [Олійник, Я. Б., Гнатюк, О. М. (2013). Методичні підходи до

дослідження територіальної ідентичності населення. *Укр. геогр. журнал,* 3: 34–40.] DOI: https://doi.org/10.15407/ugz2013.03.034

8. Paasi, A. (2003). Region and place: regional identity in question. *Progress in human geography,* 27(4): 475–485. DOI: https://doi.org/10.1191/0309132503ph439pr

9. Kiptenko V. (2011). Geographic identification in the internet-segment of the global informational space. Regional Geography: collection of scientific papers, Kyiv, Issue 1. P. 8–24. [In Ukrainian.] [Кіптенко В. Географічна ідентифікація в інтернет-сегменті глобального інформаційного простору. Країнознавство: наук. зб. Вип. 1. К.: Київський міжнар. ун-т., 2011. С. 8–24.].

10. Gan, Q., Attenberg, J., Markowetz, A., & Suel, T. (2008, April). Analysis of geographic queries in a search engine log. In Proceedings of the first international workshop on Location and the web (pp. 49–56). DOI: https://doi.org/10.1145/1367798.1367806

11. "On the Basic Principles of Cybersecurity in Ukraine." Law of Ukraine. *The Official Bulletin of the Verkhovna Rada (BVR)*, 2017, No. 45, Article 403. [In Ukrainian.] [«Про основні засади забезпечення кібербезпеки України». Закон України. *Відомості Верховної Ради (ВВР),* 2017, № 45, ст. 403.].

12. Statistics — January 2023. URL: https://www.hostmaster.ua/UAstat/2023/?202301 [In Ukrainian.] [Статистика — січень 2023. URL: https://www.hostmaster.ua/UAstat/2023/?202301].

13. Dickinson, P. (2019) Kyiv not Kiev: Why spelling matters in Ukraine's quest for an independent identity. Atlantic Council 21.

14. CorrectUA. URL: https://mfa.gov.ua/en/correctua

15. Gnatjuk O. (2015). Urban place-names of Ukrainian cities as a territorial identity marker. *Human Geography Journal,* 15(2): 144–147. [In Ukrainian.] [Гнатюк, О. (2015). Урбаноніми міст України як маркер територіальної ідентичності населення. *Часопис соціально-економічної географії,* 15(2): 144–147.].

16. Ballatore, A., Graham, M., & Sen, S. (2017). Digital hegemonies: the localness of search engine results. *Annals of the American Association of Geographers,* 107(5): 1194–1215. DOI: https://doi.org/10.1080/24694452.2017.1308240

17. Dotson, J. P., Fan, R. R., Feit, E. M., Oldham, J. D., & Yeh, Y. H. (2017). Brand attitudes and search engine queries. *Journal of Interactive Marketing,* 37(1): 105–116. DOI: https://doi.org/10.1016/j.intmar.2016.10.002

18. Overview: Kiev. URL: https://app.ahrefs.com/keywords-explorer/google/us/overview?keyword=kiev

19. Lynch, K. (1964). The image of the city. MIT press.

Стаття надійшла до редакції 28.03.2025

Бобир В. О., 0009-0001-6253-5524

Інститут географії Національної академії наук України, Київ

Територіальна ідентичність крізь призму доменних імен та пошукових запитів (на прикладі Києва)

УДК 911.3:30]:[004.083.8+004.755](477.25=161.2)(045)

Метою дослідження є удосконалення теоретико-методологічних засад дослідження територіальної ідентичності в умовах цифрової трансформації соціопростору. На прикладі Києва обґрунтовано використання даних доменного простору та пошукових запитів при дослідженні територіальної ідентичності та її проявів у інтернет-просторі. Дослідження спрямоване на виявлення просторових уявлень, зокрема через маркери ідентичності. Запропоновано методику використання «Системи Доменних Імен» та пошукових запитів в інтернеті для дослідження територіальної ідентичності, обґрунтовано її етапи. Наукова новизна полягає у розробленні та систематизації категорій пошукових запитів для визначення маркерів ідентичності, зокрема і на прикладі Києва. Результати дослідження підкреслюють значення кіберпростору як повноцінного середовища дослідження територіальної ідентичності.

Ключові слова: *територіальна ідентичність, територія, доменні імена, пошукові запити.*

Цитування:
Бобир В. О. (2025). Територіальна ідентичність крізь призму доменних імен та пошукових запитів (на прикладі Києва). *Український географічний журнал.* № 2 (130). С. 104–112. DOI: https://doi.org/10.15407/ugz2025.02.104